

The Master plan for the City
of Alviso - 1965

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THE MASTER PLAN FOR THE CITY OF ALVISO

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ALVISO MASTER PLAN

Adopted October 18, 1965

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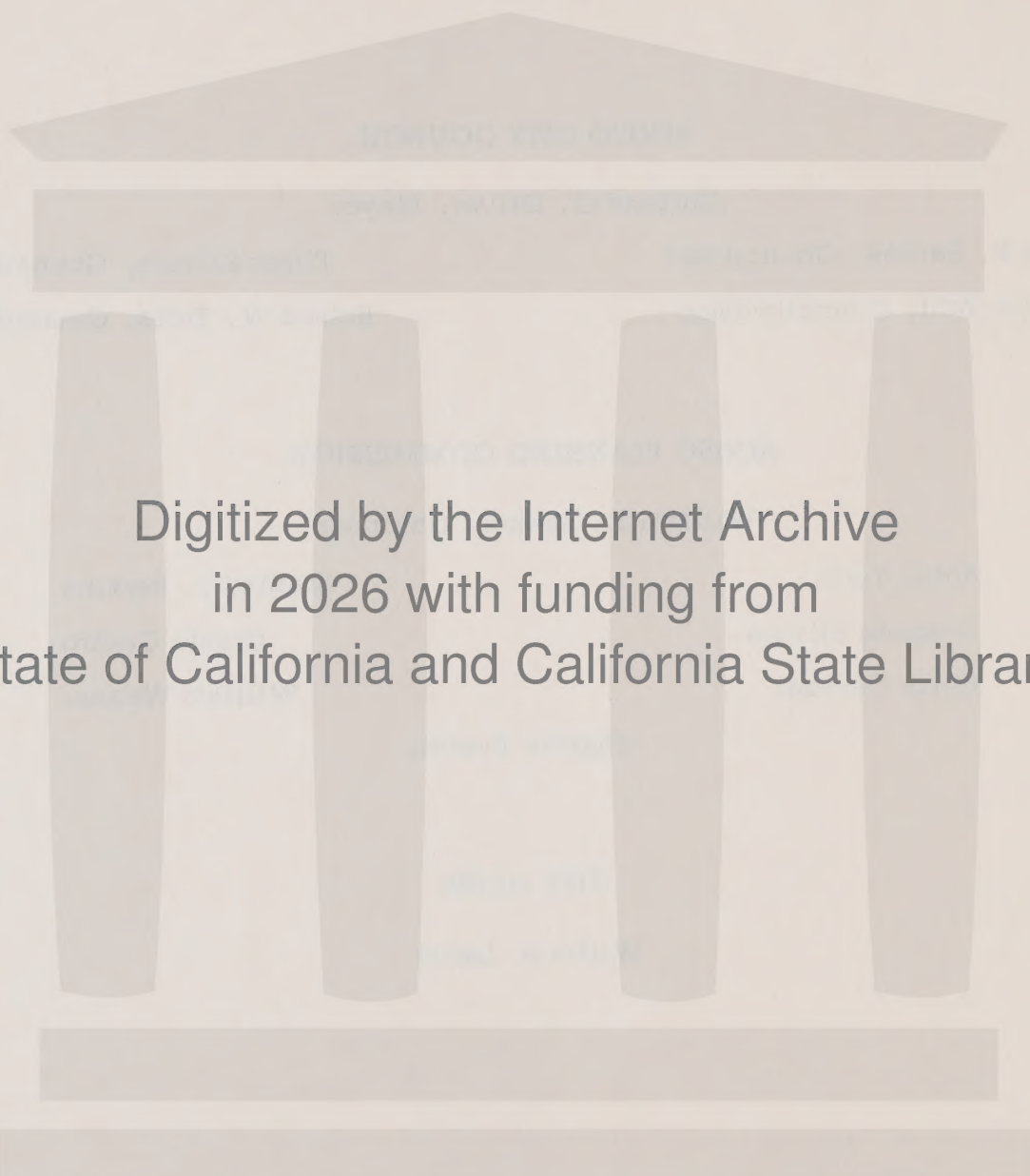
Charles Everett

CITY CLERK

Willis A. Laine

Prepared and Donated to the City of Alviso
by Alviso Development Corporation
Approved by Alviso Planning Commission
and

Adopted October 18, 1965 by the Alviso City Council



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TABLE OF CONTENTS

<u>TOPIC</u>	<u>PAGE NO.</u>
Introduction	1
Master Plan Concept	7
Approach to the Plan	10
The Master Plan	13
Conservation Plan	14
Wildlife Conservation Area Map	15
Recreation Plan	16
Population Projection 1960-1980	18
Marina - Recreation Areas Map	19
Residential Plan	20
Residential Map	21
Streets and Highways Plan	22
Streets and Highways Map	23
Standard Road and Curb Sections, Table 1	24
Typical Road Sections	25
Standard Drop Inlet Catch Basin, Table 2	26
Permanent Monuments, Table 3	27
Utility Plan	28
Economic Development Plan	29
Port and Industrial Area Map	31
The Shopping Center	32
Neighborhood Shopping Center Standards	35
Neighborhood Shopping Center Sales	36
Community Shopping Center Standards	37
Community Shopping Center Sales	38
Design Standards, Off-Street Parking	39
Civic and Institutional Plan	40
Commercial Civic Zone Map	44
Effectuation of Plan	45
Ultimate Development Map	Back Inside Cover

INTRODUCTION

GROWTH -- THE URBAN STATE

The hallmark of California is its continuous rapid population growth.

If the 20-year doubling period that has characterized the last 100 years continues to be valid, the population of the state will reach 30 million by 1980. In a comprehensive study made by the state, the actual forecast for 1980 was approximately 28 million.

California, of course, has long since entered the stage of becoming an urban state. Such a rapid rate of population growth has placed an indelible stamp on California life and problems. In 10 years the San Francisco Bay Area will have a population of about 6 million with Santa Clara County alone having $1\frac{1}{2}$ million people. California is not only an urban state it is a metropolitan state.

The sheer need for housing is most impressive. The Governor's Advisory Commission on Housing Problems estimated in 1963 that 4.75 million new dwellings would need to be constructed in the state between 1960 and 1980. The pressure for accommodations has influenced land practices in the vicinity of every important population center. The land speculation belt, particularly around the large centers, is of abnormal width compared with most of the rest of the nation, and speculative land values very high. The results have been felt in the extreme difficulty of acquiring adequate land for public uses.

The major problems of planning and provision of the services are concerned with urban areas, and more specifically, metropolitan areas. The state must be concerned about publicly provided needs within two distinct types of environments: (1) the manmade environment of the metropolitan, and other urban areas, and (2) the natural environment of the remainder of the state. Thus, publicly provided services and investment throughout the entire state, if they are to serve the needs of the vast majority, will call for an urban orientation.

THE PRICE OF GROWTH -- ANTI-AMENITIES

California has not preserved some of its most important natural assets during its rapid growth. California had an extraordinary opportunity as late as only 25 years ago to maintain at very little cost and even to enhance one of the most beautiful and comfortable environments on earth.

What has the state done with this opportunity? Put bluntly, most Californians did not anticipate the problems of 1965. Preoccupied with growth, many Californians of the past, and even in the present, have not realized that anti-amenities could accompany growth. They have not realized the development practices that are tolerable and economically justified in a sparsely settled region become destructive when settlement is dense.

The anti-amenity problem of California centers on the urban areas but by no means is limited to them. One might say that this problem has three aspects: (1) the quality of the environment in the now densely settled urban areas where manmade features dominate, (2) the quality of the environment of future manmade development, and (3) the quality of the environment

in the remainder of the state, including cultivated land, forest, desert, marine shore, and other natural features.

Examples of anti-amenities in densely settled areas are saturation coverage for extensive areas of land by dwellings or other buildings with no organized open space, overhead utility lines, high traffic noise levels in residential, business and educational areas, "leapfrog" spotting of industry and subdivisions in agricultural areas on the fringes of metropolitan regions, and blight caused by failure to enforce established standards. Examples of anti-amenities in other areas are shoestring settlement and business development along highways, obstruction of views by indiscriminate scatter of signboards or utility pylons, obstruction of views by highway or railroad fills, forest cutover areas, garbage dumps, and muddy, malodorous, polluted streams and bays. It is of paramount importance that the same detrimental patterns are not allowed to occur in Alviso's future development.

In spite of the recognition given to specific anti-amenity problems, the outlook for the preservation of even existing amenities in Alviso is not good, if projected growth of population takes place and present policies, or lack of, continue. The outlook for the present and future development areas seems particularly bleak because the solution to some important amenity problems have been made almost prohibitive by high land prices in the urban areas and their speculative belts. Thus the future preservation and development of amenities becomes doubly important. One of the most important functions of the nonurbanized areas should be planned for: their service as a recreational, scenic, and general amenity resource for the gigantic populations of the

metropolitan areas anticipated within a relatively few years. The psychological health of large numbers of Californians may very well depend on the wisdom with which these needs are recognized, and the effectiveness of providing for them.

It has been estimated that the demand for recreation in the United States as a whole, with a doubled population, will increase by at least 3, and some estimates range as high as 10. If these figures are applied to California, a doubled population will demand at least three times as much outdoor recreation -- three times as much "wilderness" for hiking, fishing, camping, and ironically, for "solitude". For every person who now hopes to camp in the summertime on the floor of Yosemite Valley, there will be three. For every hiker down the John Muir Trail, there will be three. For every tin can and bottle and carton now littering parks and wilderness trails, there will be three, for every thousand people using California's beaches, there will be three thousand. In dramatic terms, this is the geography of a rising population.

CONCEPTS OF WHAT ALVISO IS TO BE IN THE FUTURE

There can be little doubt in the minds of most Californians of today that an ounce of prevention in the past would have more than equaled the pound of cure demanded today to meet crises like that of blight, air, and water pollution.

The important question on this subject therefore is not that of attending to the crisis; that is a foregone conclusion. Rather, it is: Will Alviso take action today to prevent the now foreseeable 10-times-more expensive

crises of the future? And, will they take action to prevent loss of amenities which cannot be retrieved at any price?

Past mistakes in development, whatever their cause, should not be compounded if they can possibly be avoided. Every means must be sought to dampen the effects of inherent instabilities in the city's economic and social structure. They include: (1) modern information on the area's economic and social structure, (2) a detailed concept of city goals in planning, (3) coordination of public investment from all sources, (4) new approaches to future urban land-use planning, and (5) willingness to experiment in other unchartered areas.

Particularly valuable is information on the many interrelations among sectors of the economy, between the economy and the social structure, and between both of these and the city's natural resources.

The rapidity of change, and the high degree of dependence of the city upon decisions beyond its control, indicate that this should not be a very rigid pattern for the long run, but one in which principles and general directions are clearly understood. A physical program must, of course, be part of it, but one that is continually reassessed from year to year. Problems of particular importance in these models relate to the maintenance of amenities, ranging from urban open space to water and other natural resources.

Given the advantage of comprehensive information which is kept up to date and a comprehensive view of feasible city action, the city government will be in a good position to assist not only the citizens and industries of the

area, but also the state and federal government agencies in meeting their part of those responsibilities that concern Alviso.

We suggest that additional coordination of the city's own planning efforts may be profitably broadened, particularly where the key areas of natural resource projects and public investment are concerned. These are Alviso's most important levers in creating the physical and economic environment that it endorses in principle.

Policies are settled courses of action adopted and followed by governments in their attempts to meet the many-faceted land use problems associated with urban growth. They are, or should be, statements of the ways these governments will act to achieve their goals. In this regard, policies should provide a consistent framework for decision making on both a day-to-day basis and for the long, distant future.

Now is the time for securing "Agreement in Principle". It is the time for reaching consensus on the major issues confronting the residents of the city. This general consensus is critical in the sense that policy direction should be established without the distractions of detail. These details make it difficult to focus on the broad, general but very basic issues. At a later date, the agreed upon policies will be the basis for a more detailed guide for development -- an interpretation in specific form of the agreed upon policies.

With the hope that the patterns of the past will not be allowed to recur in Alviso and with the expressed desire to make Alviso a better place to live we submit the following Master Plan for adoption by the city of Alviso.

MASTER PLAN CONCEPT

This Alviso Master Plan is executed in accordance with the State Planning Law, which states in part: "Each (planning) commission or planning department shall prepare and the commission shall adopt a comprehensive, long-term general plan for the physical development of the city, county, area, or region, and of any land outside its boundaries within the commission's judgment bears relation to its planning."

The Alviso Master Plan is also executed as the Master Plan for the lands presently or hereafter classified as a Planned Community District under the terms of the Zoning Ordinance of the City of Alviso.

Thus, this document and accompanying maps are actually "two Master Plans in one". When adopted, it becomes zoning law for the Planned Community District. For the balance of the city this Plan is a guide. It is not law, but is the basis for the administration of other laws, among them the Zoning and Subdivision Ordinance.

The Master Plan is subject to amendment, after public hearings, upon a showing of justification by evolving concepts or patterns of community development.

A Master Plan is a dynamic instrument for guiding future growth of a community. Therefore, this Plan should be reappraised and reviewed periodically to remain a contemporary guide, however, the plan should never be subject to capricious abrogation nor to pressures brought by particular proposals clearly out of keeping with it.

A Master Plan is worthless if not put into effect. Since it is essentially a picture of a product to be created over many years, the real creation or effectuation is a continuous process, and is the largest part of the job.

Effectuation is a joint effort by private enterprise and many public agencies at all levels of government, as well as the residents of the Master Plan Area. Effectuation is not possible without sustained informed, intelligent public interest and participation.

OBJECTIVES

This Plan is a long-range general guide which will assist in accomplishing the following major objectives:

1. To preserve the land and the landscape in its primitive state, and thereby create an environment wherein the works of nature dominate the works of man.
2. To encourage community identity, cohesiveness, and economic stability through the development of a workable, realistic and comprehensive plan.
3. To set forth a program for the future development of the subject area which will realistically balance land development economics with values created by the preservation of the land in its natural state.
4. To integrate the Planning Area with the programs of development for the County as a whole.
5. To provide a reference against which to evaluate all proposals pertaining to public and private land development.
6. To provide a program whereby public improvements are timely and organized for logical expansion, consistent with need, to the end that the cost to the taxpayers is held to the minimum.

It must be realized at the outset that adoption of this Master Plan constitutes an irreversible decision to proceed with development on this basis. Thereafter, disregard of or irresponsible deviation from the essential limiting factors expressed in this Master Plan will have effects only to be described as disastrous.

APPROACH TO THE PLAN

The approach to the Alviso Master Plan is one of a careful blending and balancing of existing conditions, physiographic features, availability of utilities, technological limitations and realistic economics all on the fulcrum of sound planning principles. These principles have culminated in a design which immediately upon implementation of the first phase of development will create a healthy, desirable residential-recreation oriented city unique in California.

People are the backbone of a city. They are the reason that cities exist. They provide the employees for industry and it is their spending that creates the markets that commerce and industry depend upon. The city that encourages residential development is the growing, dynamic city. The financial contribution to the city in the form of per capita subventions that each new residence creates deserves increased recognition.

Examination of careful, objective surveys which have been made to determine whether new homes pay their way, and of articles and other literature on the subject, provides highly persuasive evidence that residential development can be a definite financial asset to a community.

Most importantly, fiscal goals are not the only goals a community should have in establishing its land use policy. Putting this in broader terms, it is simply not a just policy for a community to put a price tag on an individual family as to whether it measures up to being served in the market. This is a fundamental democratic principle which applies not only to housing but to all aspects of our economic life.

A serious error is made in concentration on property tax revenues, and ignoring non-tax revenue, other local taxes and state and federal financial aid. These non-profit tax revenues constitute major sources of revenue in most municipalities.

Subventions distributed to cities on a per capita basis have accounted for an increasing amount of city revenue. Per capita accruals to California cities are primarily from these sources:

- Franchise Taxes
- Alcoholic Beverage Taxes
- Sales and Use Taxes
- Vehicle in Lieu Taxes
- Gasoline Taxes
- Service Charges
- County Grant of Gasoline Taxes

The per capita amount from each source varies from city to city. The most important source -- sales tax -- tends to be larger in the central cities with large downtown shopping areas. The growing, successful outlying regional shopping centers will bring more and more sales tax to the outlying cities.

Next to sales taxes, the vehicle taxes (auto registration and license fees) make up the next largest source of per capita revenue to California cities. This is based upon vehicle registration within the city. In California, there is one car for every two persons. This is over one car per household.

The per capita city income based on sales tax and state subventions and city service fees will increase in almost a direct ratio to the increase in population. The non-property tax revenue outlined on a per family basis is surprisingly high.

Initially the Master Plan calls for the development of Alviso as a residential-recreational community with subventions derived from residents, tourists, commercial recreation and arts and crafts industry. Subsequent phases will open the now inundated salt pond lands to both residential and industrial use. The final stage is development of port facilities to serve South San Francisco Bay and Santa Clara County.

THE MASTER PLAN

This Master Plan is a statement of how the Alviso Planning Area might appear at the time of total ultimate development. This Master Plan is composed of several separate and distinct elements or Plans which have been carefully integrated to form a comprehensive and realistic pattern for future development and growth.

The inter-relations of each of the elements is such that a change in any one would, directly or indirectly, affect the others. Although the Master Plan is a dynamic instrument subject to alteration to meet the changing times, a careful analysis should be made before adjusting any individual element to evaluate the effect on each of the other parts and on the Plan as a whole.

The individual elements or parts of this Master Plan are as follows:

- Conservation Plan
- Recreation Plan
- Residential Plan
- Streets and Highways Plan
- Utility Plan
- Economic Development Plan
- Civic and Institutional Plan
- Effectuation

CONSERVATION PLAN

Conservation of the landscape in its natural state is the primary objective of the Plan. The arrangement of land uses, the establishment of realistic building site areas and roadway standards are all directed towards this end.

WILDLIFE PRESERVATION

A wide variety of wild life is to be found within the Planning Area and in the surrounding permanent open space lands. Consideration should be given to measures to insure protection of all wild life in the area beyond that afforded by existing fish and game laws, such as establishment of game refuges.

EFFECTUATION

Lands which are reserved from development for natural, public or semi-public open space should be permanently and irrevocably reserved through either dedication of free title to the city or a non-profit corporation, or dedication of an easement to the public, prohibiting any use of the specific lands covered thereby except as open space for limited recreational purposes.



ALVISO MASTER PLAN
JAMES RECTOR LUCAS
ARCHITECT A.I.A.

WILDLIFE CONSERVATION AREA MAP

RECREATION PLAN

CONCEPT

As the great migration of people into California, the Bay Area and Santa Clara County continues to increase the population, the need for open space and recreational facilities will also be increased.

The very concept of the Alviso Master Plan is one that would provide a haven for those seeking relief from the confining cubicles of the intensely developed urban areas.

Where, within or adjacent to the Planning Area, man and his children should find recreational space for supervised play and formal games, space for community and family gatherings, space for relaxation and contemplation, space for views of the magnificent San Francisco Bay, the rolling hills of the Diablo Range and the scenic Santa Cruz Mountains. In this perfect setting can be developed miles of inland waterways, marinas and small boat harbors, lakes for fishing, water skiing and small boat regattas along with a golf course and many other commercial recreational facilities.

The need for a residential-recreational community in the southern San Francisco Bay Area is amply demonstrated by the Projected Population Estimate compiled by the California State Chamber of Commerce which indicate an increased Santa Clara County population of 300,000 by 1970 and an additional 600,000 by 1980. The requirement for recreation and leisure activities today in Santa Clara County is unfulfilled. Unless immediate plans are adopted the future indeed looks black for this area.

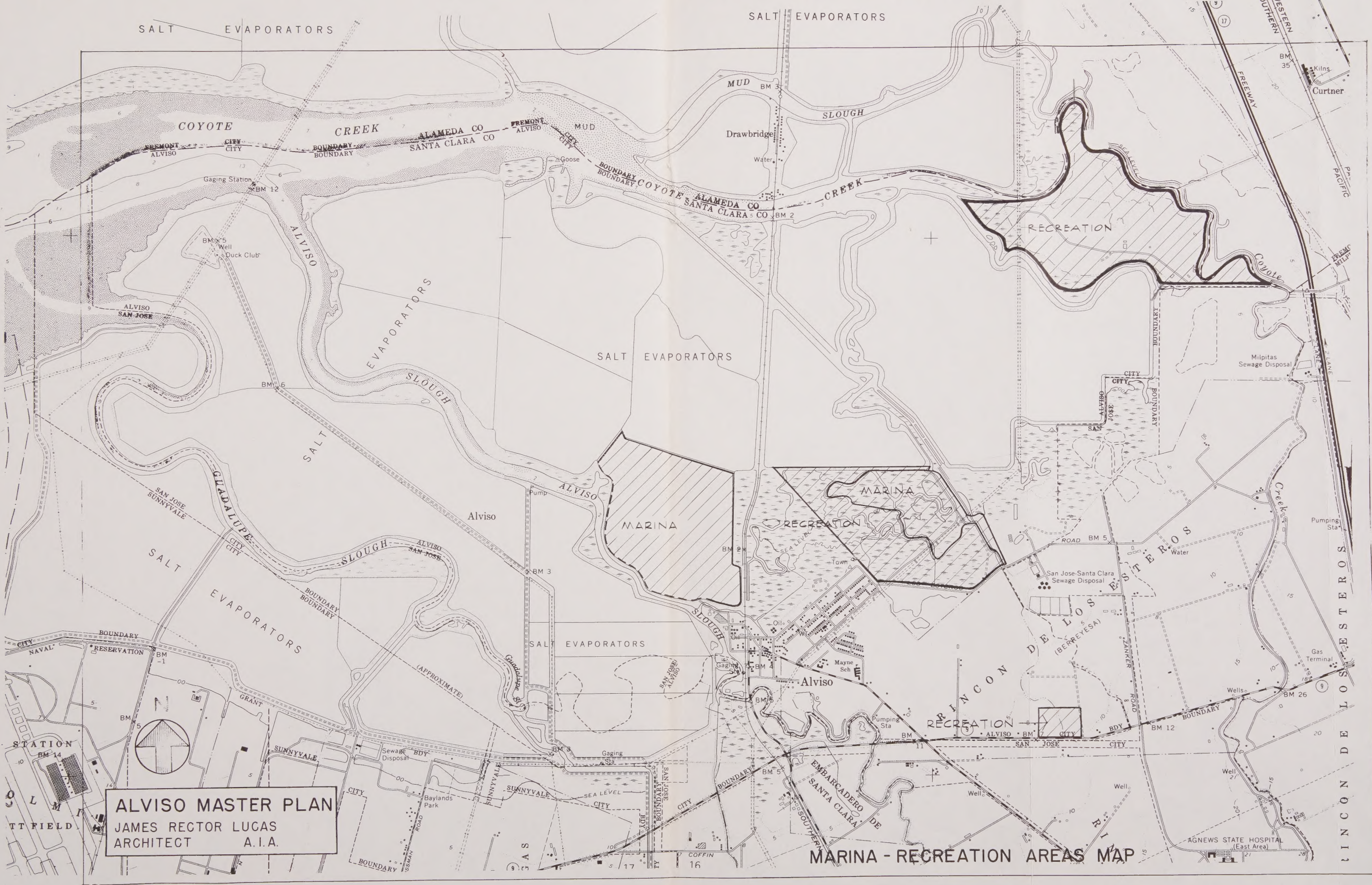
CALIFORNIA STATE CHAMBER OF COMMERCE • RESEARCH DEPARTMENT • ECONOMIC SURVEY SERIES

POPULATION OF CALIFORNIA COUNTIES - ESTIMATES AND PROJECTIONS - 1960-1980

No. 10, 1964

	April 1960 (1)	July 1 1962 (2)	July 1 1963 (2)	July 1 1964 (3)	July 1 1970 (4)	July 1 1975 (4)	July 1 1980 (4)
STATE TOTAL	15,717,204	17,044,000	17,670,000	18,234,000	21,734,000	24,830,000	28,137,000
Alameda	908,209	951,900	975,000	1,000,100	1,120,100	1,237,600	1,361,400
Alpine	397	500	500	500	500	500	500
Amador	9,990	10,300	10,600	10,500	12,300	13,400	14,500
Butte	82,030	89,600	92,700	95,500	117,000	128,100	139,000
Calaveras	10,289	11,000	11,200	11,500	12,300	12,900	13,600
Colusa	12,075	12,600	12,600	12,700	13,500	14,300	15,100
Contra Costa	409,030	447,800	471,800	493,200	617,700	736,300	864,800
Del Norte	17,771	18,100	18,400	19,000	20,100	21,300	22,600
El Dorado	29,390	33,400	36,000	38,800	55,700	69,900	85,000
Fresno	365,945	387,400	397,500	405,300	480,900	544,500	613,500
Glenn	17,245	18,400	18,700	18,800	21,000	22,100	23,200
Humboldt	104,892	107,100	106,400	107,100	121,900	130,800	140,300
Imperial	72,105	78,500	81,600	84,100	86,700	94,200	103,000
Inyo	11,684	11,900	12,300	12,500	11,900	12,100	12,400
Kern	291,984	306,800	314,100	320,900	366,200	409,400	456,900
Kings	49,954	57,900	60,200	60,500	78,700	86,800	95,700
Lake	13,786	14,900	16,000	17,000	17,500	19,000	20,500
Lassen	13,597	13,800	13,600	13,800	14,200	14,600	14,900
Los Angeles	6,038,771	6,409,700	6,591,000	6,737,300	7,630,800	8,430,800	9,241,500
Madera	40,468	41,200	42,100	42,400	45,500	48,400	51,500
Marin	146,820	164,600	174,000	182,000	246,800	302,100	365,100
Mariposa	5,064	5,300	5,500	5,300	5,100	5,200	5,300
Mendocino	51,059	50,600	50,700	50,900	53,000	55,900	59,000
Merced	90,446	95,200	99,000	102,100	111,600	116,200	123,600
Modoc	8,308	8,000	7,900	7,800	7,700	7,600	7,500
Mono	2,213	2,600	2,500	2,600	2,800	2,900	3,000
Monterey	198,351	202,900	213,400	220,600	276,800	331,000	396,600
Napa	65,890	70,400	72,300	74,400	88,200	100,900	115,600
Nevada	20,911	22,200	23,300	24,600	25,100	26,600	28,200
Orange	703,925	880,000	968,500	1,056,900	1,473,800	1,815,700	2,144,400
Placer	56,998	61,900	65,400	68,800	90,300	110,600	134,200
Plumas	11,620	11,500	11,700	11,600	12,300	12,900	13,500
Riverside	306,191	350,000	375,600	402,000	506,200	610,000	722,000
Sacramento	502,778	561,700	584,800	602,500	773,200	915,500	1,073,000
San Benito	15,396	16,100	16,500	16,800	18,000	19,600	21,400
San Bernardino	305,591	556,500	588,100	622,600	722,700	841,000	969,400
San Diego	1,033,011	1,129,800	1,150,600	1,165,800	1,407,700	1,593,000	1,800,100
San Francisco	740,316	748,900	749,900	755,700	748,600	750,500	752,800
San Joaquin	249,989	261,300	264,000	265,700	310,400	343,400	379,400
San Luis Obispo	81,044	90,300	93,600	95,700	127,900	152,400	178,600
San Mateo	444,387	488,600	508,600	528,600	652,200	756,500	866,800
Santa Barbara	168,962	210,600	221,900	231,000	334,800	410,300	491,300
Santa Clara	642,315	759,800	808,300	853,500	1,154,300	1,421,100	1,708,000
Santa Cruz	84,219	91,300	95,700	100,300	124,500	144,800	165,600
Shasta	59,468	66,700	70,000	72,800	92,600	109,400	127,400
Sierra	2,247	2,300	2,400	2,400	2,100	2,100	2,100
Siskiyou	32,885	33,700	34,600	35,300	36,900	38,800	40,800
Solano	134,597	145,400	153,000	157,300	186,400	217,800	254,200
Sonoma	147,375	158,200	165,600	171,600	214,500	259,500	318,700
Stanislaus	157,294	164,600	168,900	172,100	195,000	216,100	239,200
Sutter	33,380	34,500	35,100	35,500	42,600	47,000	51,700
Tehama	25,305	27,100	27,500	27,800	34,400	39,100	44,100
Trinity	9,706	9,400	9,300	9,300	9,600	9,700	9,700
Tulare	168,403	175,900	178,500	182,700	198,700	216,800	237,000
Tuolumne	14,404	15,100	15,800	16,300	17,200	18,400	19,600
Ventura	199,138	234,800	258,000	283,300	419,500	562,300	738,600
Yolo	65,727	73,000	75,500	77,500	111,400	137,100	165,100
Yuba	33,859	40,400	40,800	40,800	54,600	63,200	72,500

- (1) 1960 Census of Population, U. S. Bureau of Census
- (2) Revised Estimates by State Department of Finance, July 1963
- (3) Preliminary Estimate by State Department of Finance
- (4) Projections by State Department of Finance, March 1963



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MARINA - RECREATION AREAS MAP

RESIDENTIAL PLAN

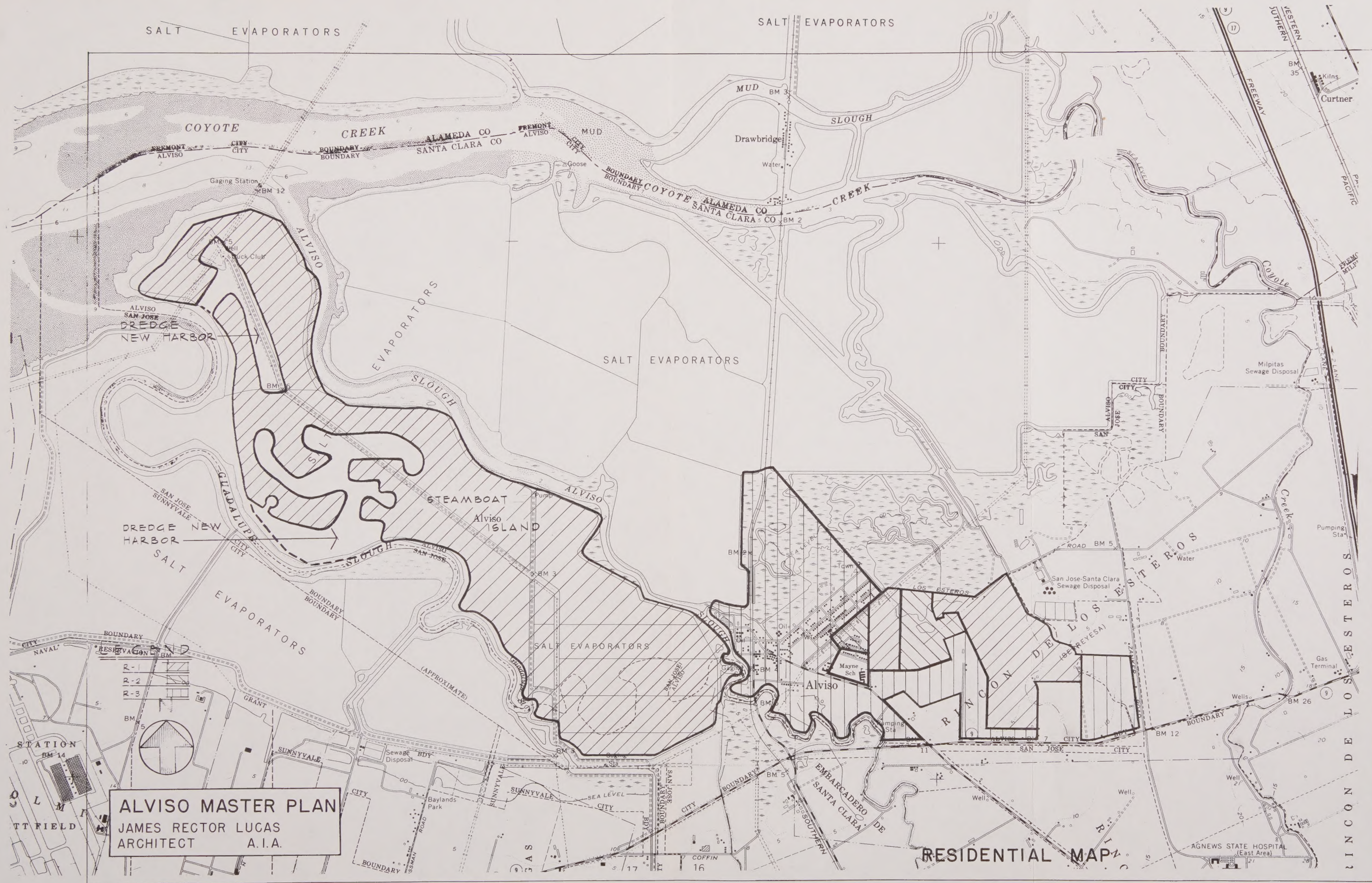
NEIGHBORING CONCEPT

Each family identifies its home to some degree with a physical environment greater than the immediate land upon which its home is located. Families are drawn together in the day to day process of living and in solving minor common problems, and come to feel an individual group identity within a geographical area created by natural physical features of the terrain or by man-made boundaries.

A neighborhood is the smallest such group of families necessarily recognized in land planning. A neighborhood is considered to be a residential area served by an elementary school and embracing such localized facilities as are required to serve the immediate daily needs of the average family.

EFFECTUATION

Immediate steps should be taken to insure that the city will be ultimately developed according to plan. These steps should include the zoning of all areas for both the suggested uses and for the minimum building site areas as set forth herein. The adoption of a subdivision ordinance. Deed restrictions and covenants running with the land for new areas of development should be imposed by the land owners on their property to assure basic compliance with the Plan.



STREETS AND HIGHWAYS PLAN

ROAD CLASSIFICATION AND STANDARDS

The Classifications of roads and standards of design which govern in this Plan, unless otherwise modified by this text, are those set forth in Santa Clara County Streets and Highways Plan.

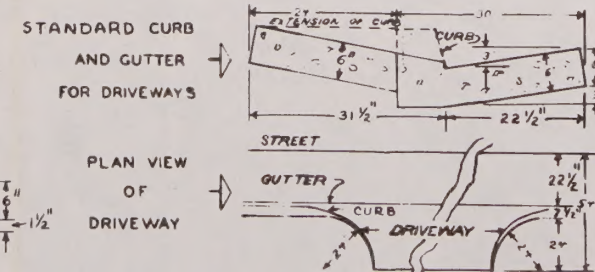
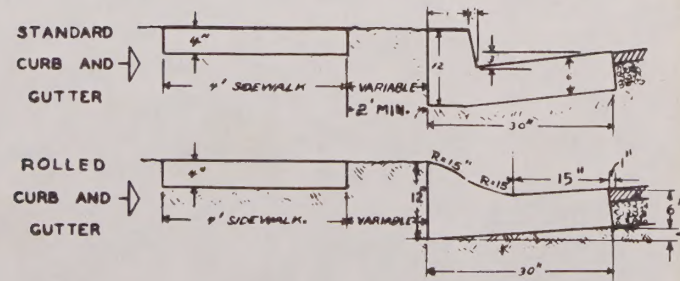
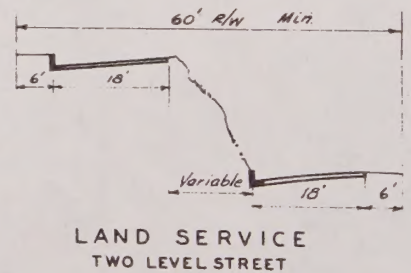
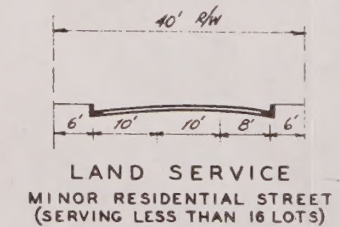
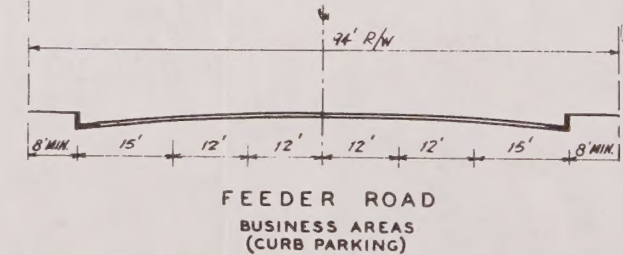
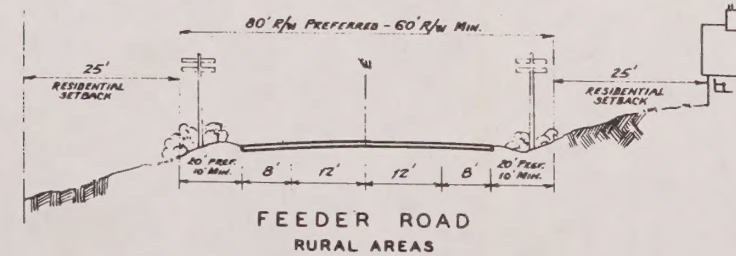
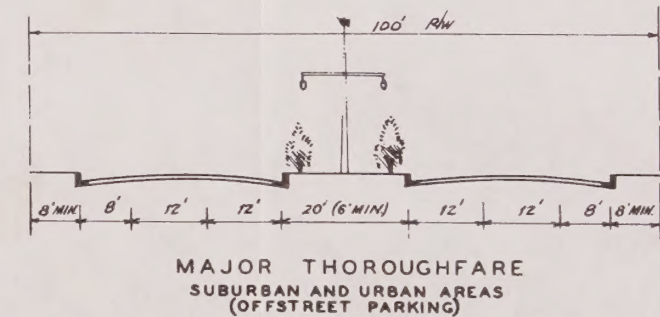
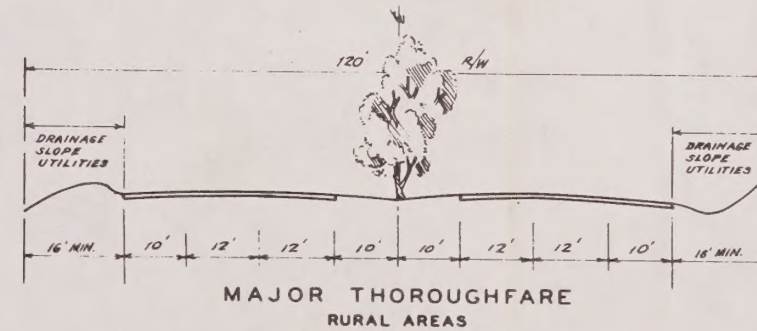
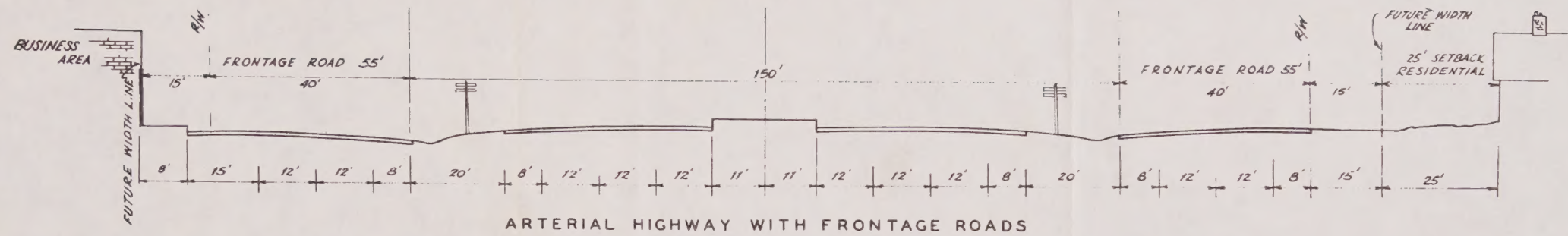
This Plan contains five classifications of streets and highways, as follows: Arterial Highways, Major Thoroughfares, Feeder Roads, Major Land Service Roads and Land Service Roads. In addition, parkway status has been recommended on several routes with various classifications.

Typical cross sections for each classification of roads are set forth in Table 1. These cross sections are intended to vary, within each category, according to the following factors: amount of predominant character of ultimate traffic, topography, nature of abutting development, amount of on- and off-street parking and existing unchangeable controls.

Generally the feeder and various land service roads are recommended for construction or reconstruction to Typical Road Sections A, B, C, D, E, and F, in areas of intensive development or in residential areas with lots of 100 feet of frontage or less. Elsewhere, Sections G, H, and K of the Typical Road Sections would apply.

EFFECTUATION

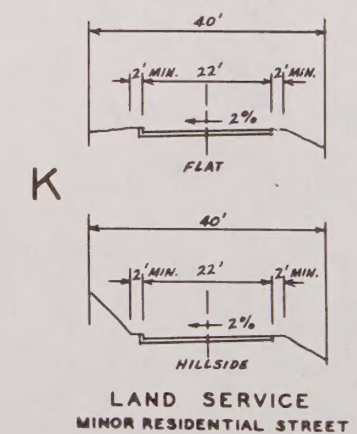
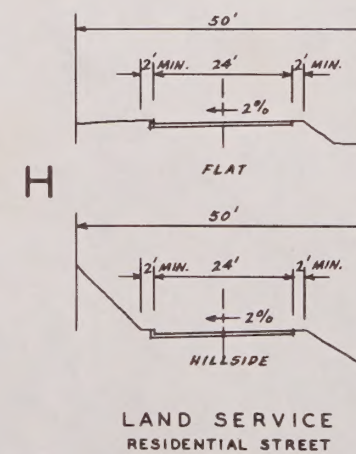
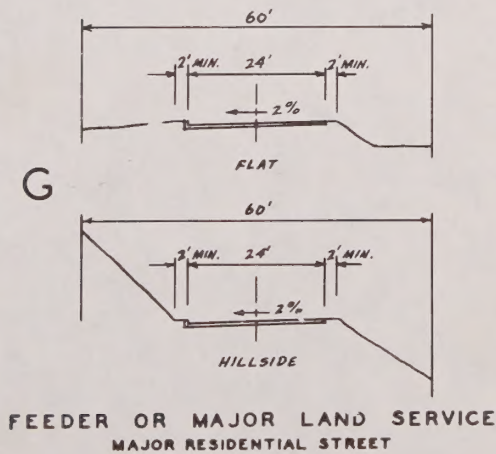
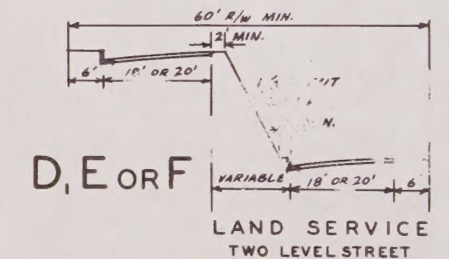
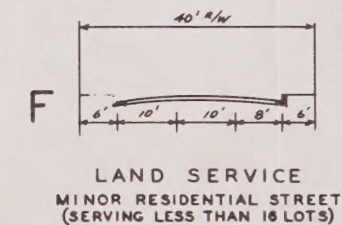
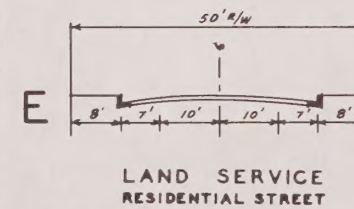
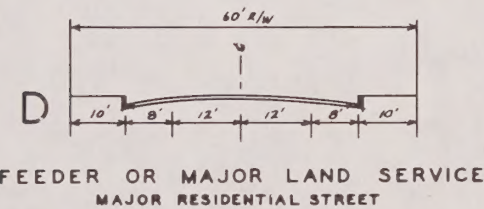
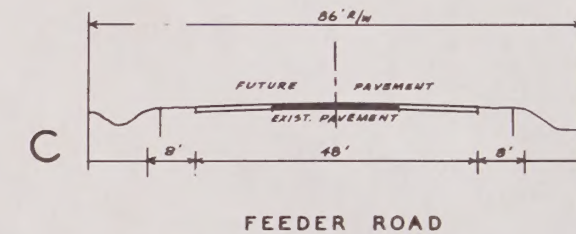
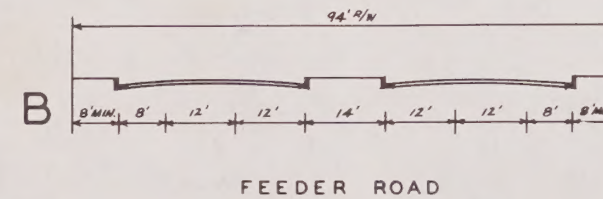
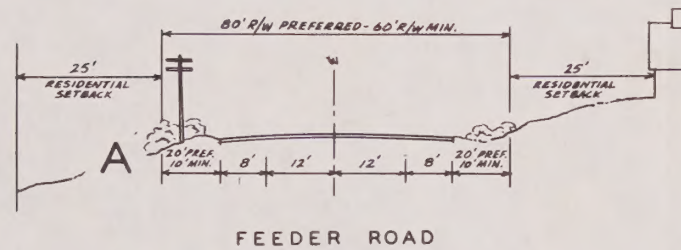
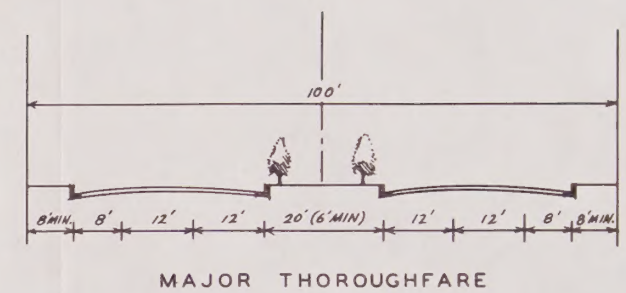
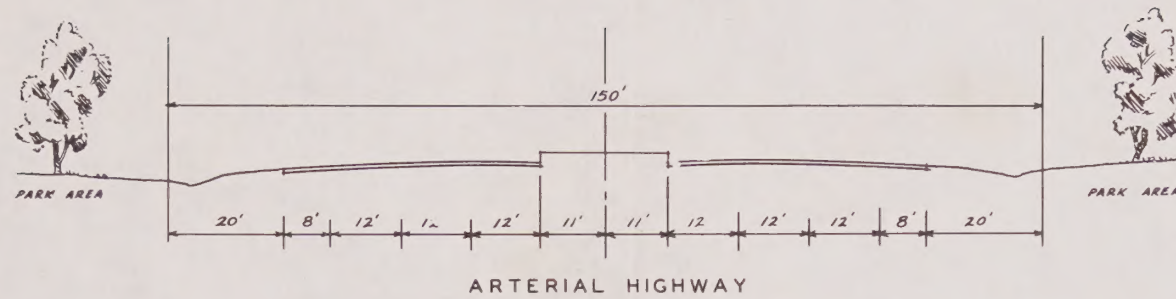
Future width lines should be established by Zoning Ordinance along all existing streets shown to be widened in the Plan. Suitable lands should be acquired along the parkway routes at the earliest possible date commensurate with ability to finance such acquisition.



NOTE: THESE ARE MINIMUM REQUIREMENTS. ADDITIONAL RIGHT OF WAY WILL BE REQUIRED WHERE FILL AND CUT SLOPES ARE NEEDED.

TABLE I

**STANDARD ROAD SECTIONS
AND
STANDARD CURB SECTIONS**

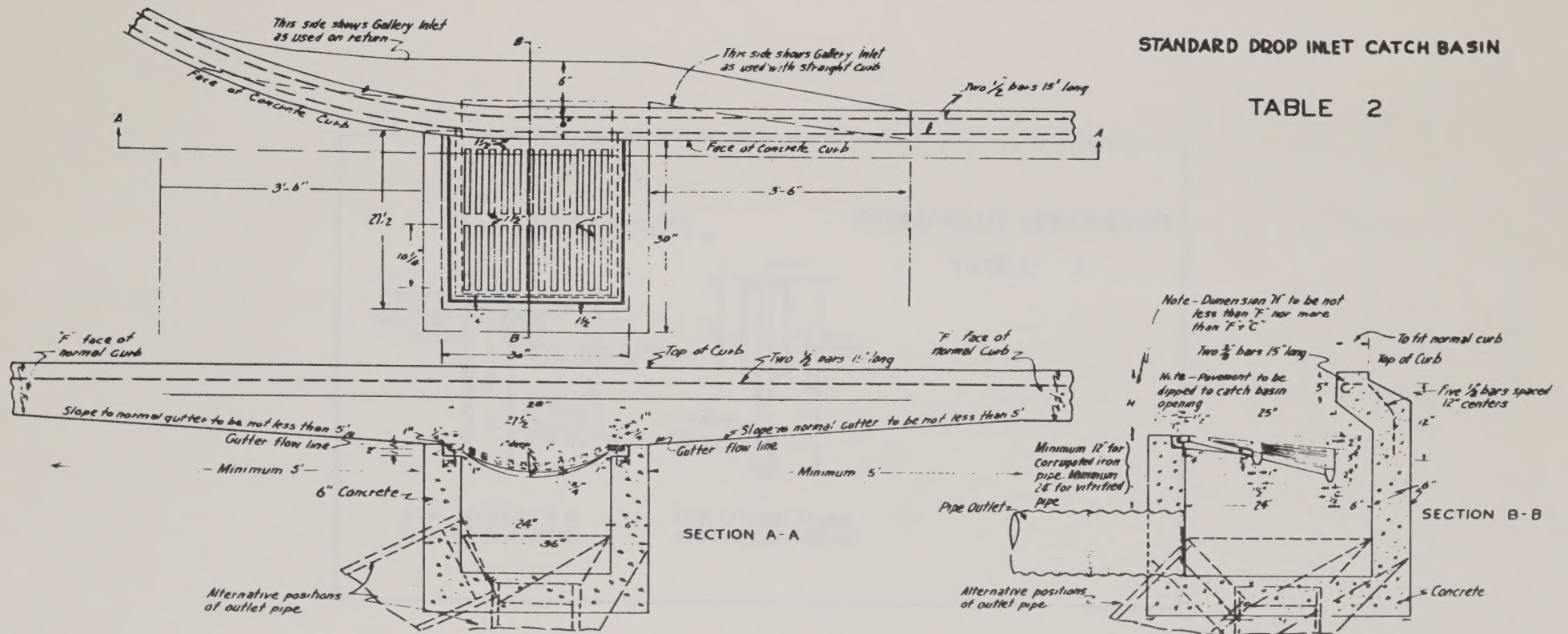


TYPICAL ROAD SECTIONS

NOTE: THESE ARE MINIMUM REQUIREMENTS.
ADDITIONAL RIGHT OF WAY WILL BE REQUIRED
WHERE FILL AND CUT SLOPES ARE NEEDED.

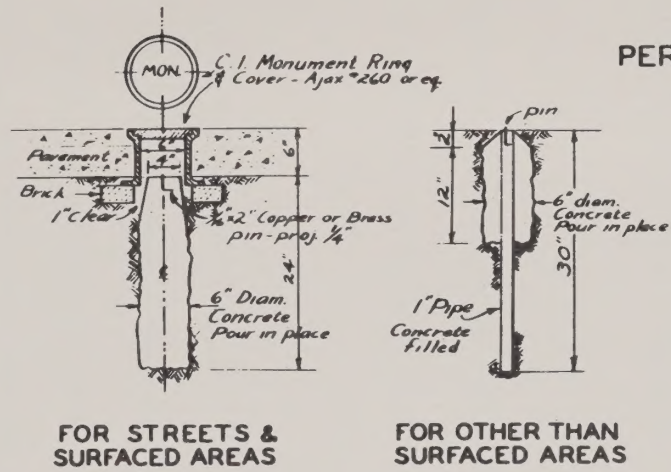
STANDARD DROP INLET CATCH BASIN

TABLE 2



PERMANENT MONUMENTS

TABLE 3



UTILITY PLAN

The Alviso Planning Area has, at present, an adequate supply of water, electrical power, a natural gas supply, a sanitary sewage collection system, and a city sewage disposal facility. This Master Plan is organized on the basis that all future development will be served by these facilities, which can, without any difficulty, be increased to keep pace with development.

ECONOMIC DEVELOPMENT PLAN

This Plan deals with commercial or industrial enterprise that is the source of a broadened tax base, of the availability of jobs, and of a sound local economy.

COMMERCIAL RECREATION

The major resource and industry, and therefore the major work producing element recommended for this Planning Area, is recreation in all its forms, and as recreation is related to the tourist trade.

Besides its natural beauty, its breath taking views, its magnificent waterways, the Planning Area is adjacent to San Francisco Bay and is on a main traffic route.

Future development of the Alviso Planning Area will include a marina, golf course, swimming and tennis clubs, parks, riding and hiking trails and related facilities.

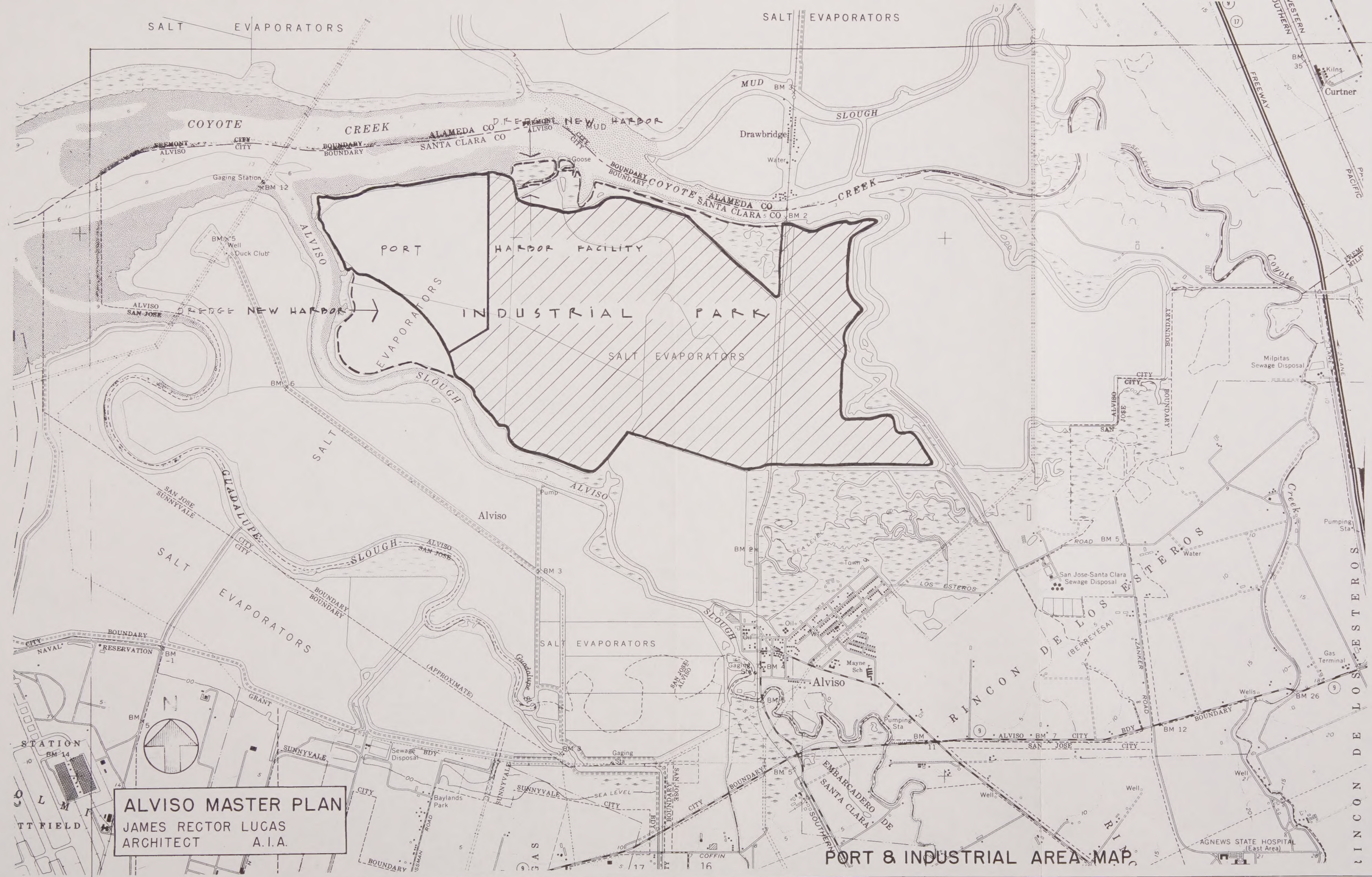
In order to properly accommodate the tourists who will come to the area in search of this recreation, the Plan suggests the setting aside and establishment of certain areas for motels and restaurant facilities. In order to add to tourist interest, a sizeable area has been set aside for commercial recreation use. It is planned that this area should contain such facilities as a wild life refuge, picnic grounds, additional swimming-tennis facilities, horse stabling and show ring areas, and any other similar activities that are related to recreation and can be constructed and developed in keeping with

the basic concept of the preservation of the landscape and of the park-like setting of the city.

It is further recommended that the arts-and-crafts industrial land uses be encouraged to develop. These uses might be: art studios, ceramic plants, leather goods shops, pottery plants, bookbinding plants, wood-working shops, souvenir shops, landscaping and gardening supply shops, and other similar or related uses. Strict architectural and site planning controls should be exercised in the development of any such shops and plants, to the end that all owners can derive mutual benefit from pleasing appearance and functional facilities, especially parking.

ARTS AND CRAFTS INDUSTRY

Realistic boundaries under the Zoning Ordinance for an arts-and-crafts industrial use could be established at the time of the development of a precise Zoning Plan for the city. As a tourist attraction, a part of the commercial recreation area could also develop an arts-and-crafts center. In addition, areas adjacent to the neighborhood shopping centers might be considered if the above-stated principles could feasibly be applied.



ALVISO MASTER PLAN
JAMES RECTOR LUCAS
ARCHITECT A.I.A.

PORT & INDUSTRIAL AREA MAP

THE SHOPPING CENTER

APPROACH

The Planner seeks to determine both the need and the proper location of commercial facilities for the Planning area, as distinct from facilities necessary to serve, and dependent upon, recreation or tourist trade. The location of community shopping center is to be based upon availability of land and the location of major roads, school sites and other public facilities, and existing commercial developments.

CLASSIFICATION OF SHOPPING CENTERS

Shopping areas are generally classified by the type of goods sold and the trade area to be served into the following categories:

Neighborhood Shopping Center - Serving from 1,000 to 3,000 homes and located within one-half mile of urban-type residential development. It sells mostly convenience goods and has a core of foods and drugs.

Community Shopping Center - Serving from 3,000 to 10,000 homes. It is located within a grouping of neighborhoods serving a sufficient population to enable adding a depth of merchandise. Though it is predominately a convenience goods shopping area, if sales volume is sufficient, it might add general merchandise, apparel and hardware.

District Shopping Center - Serving 30,000 homes or more, it has general merchandise of great depth and variety with one or more department stores.

Combination Shopping Centers - A community shopping center will, of course, also serve as the neighborhood facility for those families within close proximity. The size of each such combined center would be increased

on the basis of this additional neighborhood convenience-goods patronage.

RECOMMENDED SHOPPING CENTER SITES

Final determination of the specific lands to be classified for this purpose under the Zoning Ordinance would be not in order within the General Plan; rather, it should be encompassed within the various Planned Communities in accord with need and sound planning practices upon submission of a Planned Community for adoption at a future date. There is a Community Shopping Center proposed in the Grove Planned Community included within this report.

Selection of the appropriate lands to serve as the neighborhood shopping centers should be done on the basis of the following criteria:

1. Recognition of existing and established business activities.
2. Adequacy of acreage to serve the ultimate potential population of the trade area taking into consideration that existing ownership lines may be of such a nature as to require additional lands in order to meet the need and other design criteria.
3. The shopping area should be encouraged to develop as a core, readily accessible to the residences to be served by means of a collector streets and major thoroughfares, but not across or along them. A shopping area ribboned along a major traffic route will result in reducing the desirability of the site as first selected, by creating traffic congestion and traffic accident hazards, and could result in the public bypassing the neighborhood facilities for the more orderly facilities where safe traffic patterns are assured.

4. The area must be of such size and topography to permit adequate off-street parking. A 3 to 1 ratio (one car space per 100 square feet of building area) has been used in computing minimum shopping center criteria contained in this Plan.

C. Minimum Building Size

1. Commercial Drive

- a. Front Median, Street and Entrance
- b. Store
- c. Backlot and Driveway/Parking
- d. Showroom and Laundry Pick-up, Washroom
- e. Central Reception - or Vehicle Store
- f. Entry - Frontal and Center Entry
- g. One Service Entrance

2. Other Drive-in Drive

- a. Entry, Reception and Pick-up, 1,000 sq. ft.
- b. Washroom (min. 2,000 sq. ft.)
- c. Backlot
- d. Showroom - including Entry, Materials, Office, Washroom, etc.
- e. Laundry Room - Entry, Reception, etc.

D. Parking - 3 to 1 ratio

Area Required For

	1,000 sq. ft.	2,000 sq. ft.
	100.00 sq. ft.	200.00 sq. ft.
Building	10,000	20,000
Vehicle Parking	30,000	60,000
Parking Lot Area	40,000	80,000
Area of the lot	40,000	80,000
Total	100,000	200,000

NEIGHBORHOOD SHOPPING CENTER STANDARDS

- A. Merchandise - Local convenience goods centered around food store.
- B. Trade Area - $\frac{1}{2}$ Mile, if practical topographically.
- C. Population - 3,000 to 9,000 persons or 1,000 to 3,000 homes.
- D. Stores by priority.
 - 1. Convenience Group
 - 1. Food Market, Liquor and Tobacco
 - 2. Drugs
 - 3. Barber and Beauty Parlor
 - 4. Cleaning and Laundry Pick-up, Launderette
 - 5. General Merchandise - Variety Store
 - 6. Eating - Fountain and Coffee Shop
 - 7. Gas Service Station
 - 2. Other Desirable Group
 - 8. Radio, Electrical and Fixit (min. 2,000 families)
 - 9. Apparel (min. 2,000 families)
 - 10. Shoe Repair
 - 11. Hardware - Including Bldg. Materials, Garden Supplies, etc.
 - 12. Specialty Foods - Bakery, Delicatessen, etc.
- E. Parking - 3 to 1 recommended.

	<u>Area Required For</u>	
	<u>1,000 families area in sq. ft.</u>	<u>2,000 families area in sq. ft.</u>
Buildings	18,080	38,100
Service Stations	34,000	68,000
Parking (3 to 1)	54,240	114,540
Walks (20% above)	<u>21,264</u>	<u>35,800</u>
TOTAL	127,485 or 2.9 acres	256,520 or 5.88 acres

RETAIL SALES RELATED TO SQUARE FEET OF BUILDING SPACE
NEIGHBORHOOD SHOPPING

1,000 to 3,000 Families

Stores listed in Order of Priority:	R.S. per Family	Percent spent in neighborhood Center	Net R.S. Per Family	R.S. per 1,000 Family	R.S. per 2,000 Family	Sales per Sq.Ft. Grs Str. Space	Est. Sq.Ft. Gr.Str. Space for 1,000 Fam.	Est'd. Sq.Ft. Grs. Str. 2,000 Fam.
<u>CONVENIENCE GOODS:</u>								
Supermarket								
Specialty Foods	970.	76.5	742.05	742,050.00	1,484,100.00	80.00	9,275	18,550
Liquor (combined with Market or Drug Store)	64.00	10.0	6.00	6,000.00	12,000.00	40.00	150	300
Drugs	90.00	85.0	76.50	76,500.00	153,000.00	40.00	1,900	3,800
<u>Services:</u>								
Barber Shop	-	-	-	-	-	-	800	1,600
Beauty Shop	-	-	-	-	-	-	800	1,600
Cleaner & Laundry Pickup	-	-	-	-	-	-	800	1,600
General Merchandise (includes Variety Store)	254.	20.0	50.80	50,800.00	101,600.00	50.00	1,000	2,000
Eating - Coffee Shop	264.	15.0	39.60	39,600.00	79,200.00	40.00	1,000	2,000
Gas Stations	238.	75.0	178.00	178,000.00	356,000.00	-	(Approx. land area) 34,000 (2 Sta.)	68,000 (4 Sta.)
<u>Other Shops:</u>								
Radio, Electric, Fixit Appliances	128.	0 - 15.0	0 - 19.20	0	38,400.00	40.00	0	960
Apparel - Family	95.	25.0	23.75	0	47,400.00	45.00	0	1,060
<u>Services:</u>								
Shoe Repair	-	-	-	-	-	-	650	1,300
Hardware, Bldg. Mat. Garden Supplies, etc.	90.	30.0	27.00	27,000.00	54,000.00	40.00	675	1,350
Specialty Food - Bakery, Delicatessen, Dairy	-	8.5	82.45	82,450.00	164,900.00	80.00	1,030	2,060
Estimated Retail Sales --			\$ 1,245.35	1,202,400.00	2,490,600.00			
						Est. *GSA: --	18,080	38,180

* Gross Sales Area (excluding gas stations)

COMMUNITY SHOPPING CENTER STANDARDS

- A. Merchandise - Convenience goods plus general merchandise with depth to merchandise.
- B. Trade Area - 1 - 5 miles.
- C. Population - 9,000 to 30,000 or 3,000 to 10,000 homes.
- D. Stores.
 - 1. Food
 - 2. Drug
 - 3. Hardware, farm and garden supplies
 - 4. General Merchandise
 - 5. Apparel
 - 6. Liquor
 - 7. Specialty
 - 8. Home Furnishing and Appliance
 - 9. Service Stations and Limited Automobile Repairs
 - 10. Limited Building Materials
 - 11. Eat and Drink
 - 12. Personal Services
- E. Parking - 3 - 1 recommended

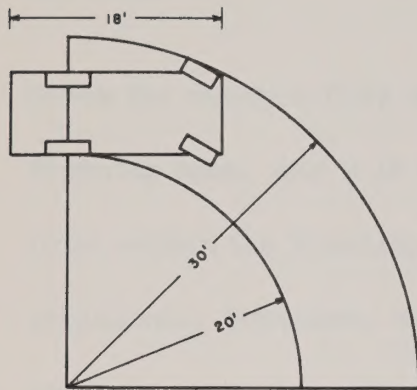
	<u>Area required for</u>	
	5,000 families area in sq. ft.	10,000 families area in sq. ft.
Buildings	72,266	146,757
Service Stations	17,000	34,000
Parking	216,798	440,271
Walks, etc.	<u>61,213</u>	<u>124,206</u>
TOTAL	367,277 or 8.4 acres	745,234 or 17 acres
Plus Personal Services	2 acres	4 acres

RETAIL SALES RELATED TO SQUARE FEET OF BUILDING SPACE
COMMUNITY SHOPPING
3,000 to 10,000 Families

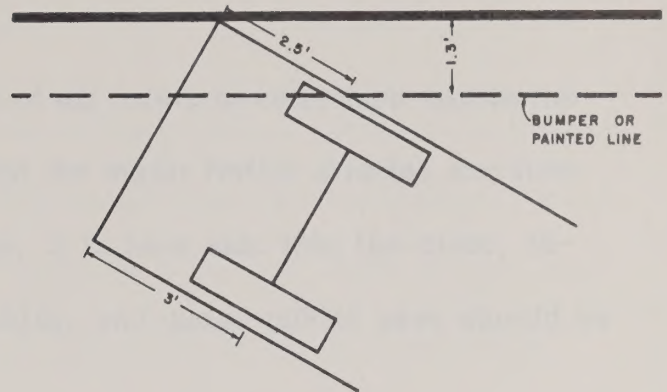
Stores listed in Order of Priority:	R.S. per Family	Percent spent in Community Center	Net R.S. per fam.	R.S. per 5,000 fam.	R.S. per 10,000 fam.	Sales per sq.ft. gross store sp.	Est.sq.ft. gross store space for 5,000 fam.	Est.sq. ft.gr str. sp 10,000
Supermarket	\$970.00	10.0	\$97.00	\$485,000.00	\$970,000.	\$80.00	6,063	12,125
General Merchandise Dept. Store, Variety, Dry Goods, Country Store	254.00	20.0	50.80	254,000.00	508,000.	50.	5,080	10,160
Other Retail - Specialty, etc.	174.00	50.0	87.00	435,000.00	870,000.	40.	10,875	21,750
Hardware, Farm and Garden Supply	90.	50.0	45.	225,000	450,000	40.	5,625	10,250
Apparel	95.	39.0	37.	185,000	370,000	45.	4,111	8,222
Liquor	64.	65.0	42.	210,000	420,000	40.	5,250	10,500
Eat & Drink	264.	50.0	132.	660,000	1,320,000	40.	16,500	33,000
Drug	90.	10.0	9.	45,000	90,000	40.	1,112	2,250
Building Materials	183.	67.0	122.	610,000	1,220,000	40.	15,250	30,500
Home Furnishings and Appliances	128.	15. -25.	19.20-32.	96,000	320,000	40.	2,400	8,000
Gas Stations	238.	6.0	14.20	71,000	142,000		approximate land area 17,000 (1 sta.)	34,000 (2 sta.)
Estimated Retail sales: \$655. 20-668.00				3,276,000.	6,680,000.	Est.GSA:	72,266	146,757

OFF-STREET PARKING

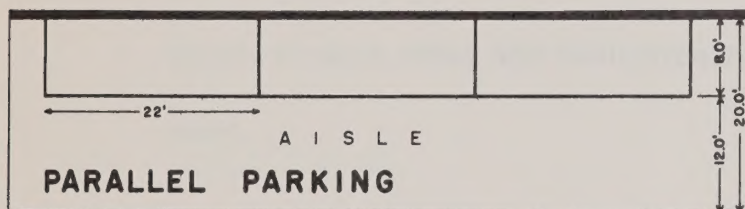
DESIGN STANDARDS



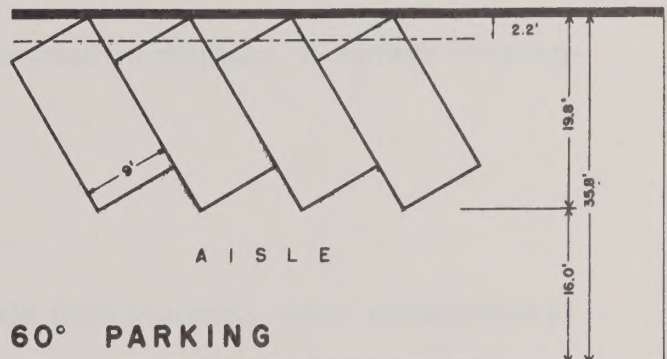
TURNING RADIUS FOR AVERAGE
AUTOMOBILE



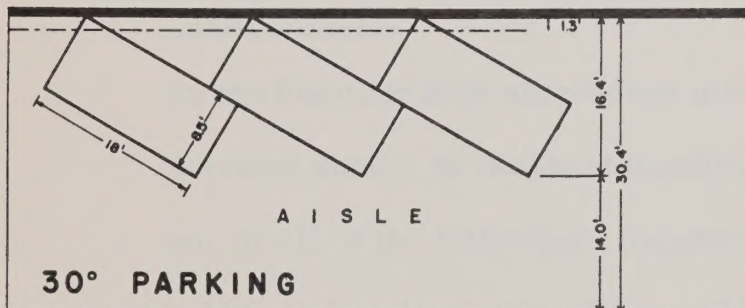
ALLOWANCE FOR
OVERHANG



PARALLEL PARKING



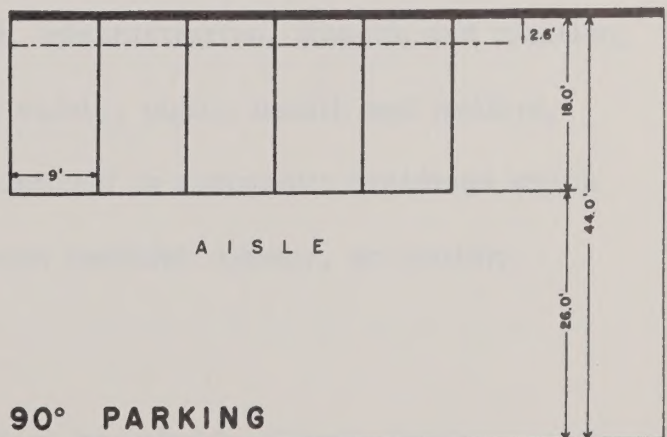
60° PARKING



30° PARKING



45° PARKING



90° PARKING

MINIMUM AISLE WIDTH: ONE-WAY: 12' TWO-WAY: 26'

CIVIC AND INSTITUTIONAL PLAN

In the Alviso Master Plan, existing conditions are a consideration of such significance that they influence the placing and location of all elements of the Plan.

Since the existing City will be the hub of all future development within the Planning Area, and it is in this area that the major traffic arteries and flow lines within the Planning Area converge, it is here also that the civic, institutional, business, educational, public, and quasi-public uses should be located.

This focal area should contain all of these elements carefully located in relation to each other and realistically located in relation to further development.

CIVIC CENTER

As the Planning Area approaches ultimate development, many governmental services should be rendered locally. These services could ultimately include any or all of the following: legislative, administrative, finance and taxation, public works, fire, post office, public safety, public health and welfare, and certain advisory services. Other cultural or community buildings which might ultimately be part of a Civic Center include: library, art gallery, museum or auditorium.

The Civic Center is proposed for the block bounded by Grand, Taylor, Wabash, and Archer Streets.

An advantage in placing the Civic Center at this location lies in the fact that the citizens will have an opportunity to frequently view the governmental buildings. Since the Civic Center should be an expression or statement of the character of the Planning Area, this close contact should stimulate civic pride and community participation.

The location of the Civic Center adjacent to Taylor Street places it in close proximity to uses of similar character and complimentary environment. Here it would be in the general environment of the professional center, the areas set aside for institutional use, churches, schools and multiple residence areas, as well as some of the more important recreational facilities, and would be an introduction to the commercial-recreation area, community shopping area and possibly an arts and crafts section.

FIRE STATIONS

The Master Plan suggests two fire stations within the Planning Area.

1. At the Civic Center.
2. In the green belt area south of the proposed new freeway.

As future development of Steamboat Island and the Port-Industrial areas proceed suitable sites should then be selected.

CHURCHES

On the basis of one church for each 2,500 persons, 8 church sites would be required for the city.

It is intended that a minimum of three church sites will be reserved in the Planned Community District of the Master Plan. These shall be identified by

the Planning Commission prior to any construction within said Planned Community District, and said identification may be made without further amendment of this Master Plan. Thereafter churches may be permitted within the Planned Community District, whether or not they are one of the three sites permanently identified, upon the securing of a Use Permit as provided for in the Zoning Ordinance of the City of Alviso.

After church sites have been permanently identified by the City Council, said sites shall not be used for any other purpose unless this Master Plan is amended to eliminate same.

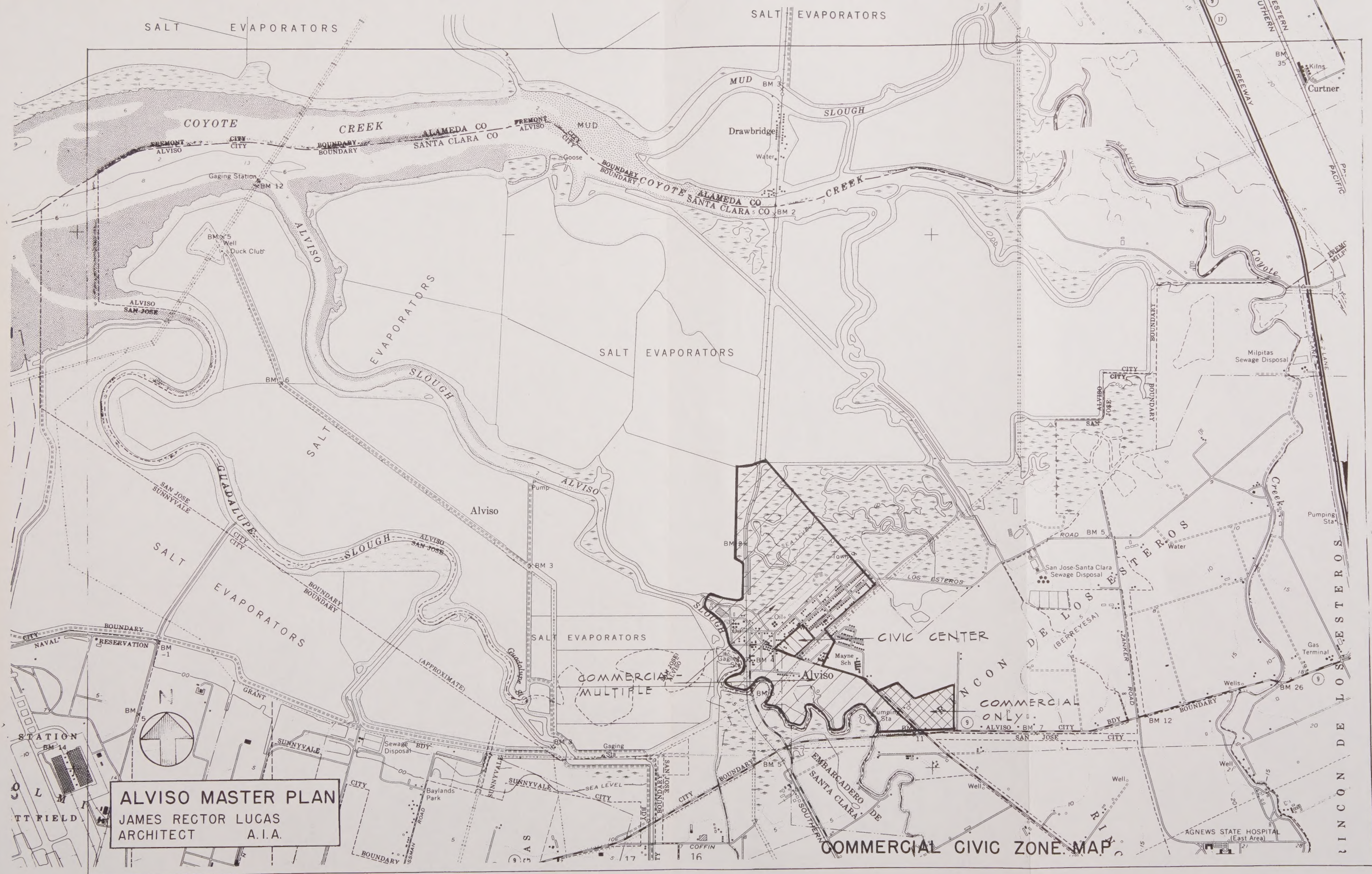
To fulfill the ultimate need, additional sites have to be found in the future subdivided areas. Here individual churches will make their own site selection which site must then be approved by the City under the terms of the Zoning Ordinance.

In the latter instance the following minimum standards and criteria are considered necessary prior to City approval of a church site:

1. The site is located on a street where through traffic is anticipated. A site which induces an undue load of foreign traffic onto a quiet residential street is to be avoided.
2. The site is of adequate size to support the ultimate church growth in building as well as off-street parking requirements. A three acre minimum site, with all the land usable, is recommended.
3. The beauty and architectural interest of this quasi-public facility is located so as to add to the visual environment of the neighborhood in which it is located.

4. The site is so located with respect to major traffic carriers as to not cause interference with existing or prospective traffic movements on the streets or highways or impair the proper traffic functioning of such highways.

ALVISO MASTER
JAMES RECTOR
ARCHITECTS



EFFECTUATION OF PLAN

The Master Plan is a guide for those areas which are not classified as a Planned Community District. As a guide, it is not a law, it is simply the community's statement of the ultimate environment it desires.

No one group, political jurisdiction or governmental agency has the sole power or duty to effectuate the Master Plan. Governmental jurisdiction at all levels, from local to Federal, play a role in effectuation. The local jurisdiction properly exercises a more direct control while State and Federal action is usually, though not always, more indirect and general. The understanding and cooperation of private individuals and interests is essential to the success of the Plan. It is very important that every tool for effectuating the Master Plan be brought to bear upon development as it proceeds. It is equally important that the Plan be reviewed at frequent intervals in respect to changing conditions so that recommendations may be in close relationship to the realm of the possible.

Following are some of the tools and means for accomplishing the goals of the Plan:

LEGISLATION

The Alviso City Council is the legislative body which presently has full and the only authority to adopt appropriate law (Zoning Ordinance) requiring private land to be used in accordance with the goals of the Master Plan. It is also the final authority in establishing and maintaining appropriate standards for the subdivision of private lands (subdivision ordinance).

STREETS AND HIGHWAYS

As to streets and highways, there are several ways to which they become constructed and/or maintained, and by which future rights of way are protected. These are discussed here only briefly.

Those highways which have been accepted into the California State system come under the jurisdiction of the California Highway Commission and the State Division of Highways. Where Federal funds are involved in construction on a State route specific standards and criteria of the Federal Bureau of Public Roads must be met. Also the State must secure the approval of the local governing body (City Council) when closing public roads in freeway construction.

As to all other streets and highways the City Council determines whether or not to accept, as a responsibility of the City, the construction and/or maintenance thereof, and the standards of construction and maintenance.

Streets or roads which are not part of the State or County system have some private status.

Where private lands are being subdivided the City Council determines the standards of design and construction through the adoption of a Subdivision Ordinance.

Rights of way for widening, realignment or new routes may be protected by the adoption of appropriate legislation by the City Council. This is usually done by the adoption of "future width lines" as a part of the Zoning Ordinance.

SCHOOL LOCATION

The selection and purchase of school sites and the extent of improvement thereon is within the jurisdiction of the several governing school districts. Historically school districts have welcomed the advent of a Master Plan for a community since it provides them with a residential potential which they will require to serve at some future date, and locates feasible sites with respect to topography, roads, incompatible commercial areas and so forth.

SAVING OPEN SPACE

The open areas shown on the Plan can be reserved in several ways:

1. Public acquisition by purchase of all, or part of, the rights in land.

For some purposes, such as parks, land should be acquired outright. In many instances it might be desirable to purchase only the development rights of the lands, creating a scenic or conservation easement which would guarantee that land would remain permanently free of intensive development. This easement principle has much to recommend it. In the first place it keeps the free ownership of land in private hands and serves to retain independent agriculture, for example, with all the freedom of operation traditionally characteristic of this activity. It stabilizes the price of land as a factor in relation to its capacity to produce rather than its value for speculative urban use. By the same token it would stabilize taxes which could likewise be based on income from land rather than speculative value.

2. Excess condemnation of land by public agencies. Acquisition of right of way for new highway could include acquiring land over and above that

needed strictly for a road in order to protect a particularly desirable view.

3. Setting aside, at the time of subdivision, green belt areas which would remain free of development. This green belt area could be included in individual lots with restrictions upon development or be controlled by a property owner association, or by dedication to the City.

4. The grant of land for public or conservation purposes by philanthropic land owners or conservation groups.

5. Designation of land for flood control purposes.

DEED RESTRICTIONS

Many of the most economically stable neighborhoods have the advantage of private deed restrictions imposed by the original subdivider and the integrity of which have been maintained through property owners' associations. Deed restrictions are private covenants between owners of property enforceable by private owners only. The covenants can go further than public law in guiding the development of subdivision such as: architectural review, assessment for maintenance of landscape areas, require minimum size and/or cost of structure, provide for review of all tree cutting, and so forth.

CAPITAL IMPROVEMENTS PLANNING

Planning for capital improvements is the link between the general plan for the community and yearly governmental expenditures for specific projects. It is planning for the direct role which the public plays in shaping the community. In this respect, it is different from governmental controls such as the zoning ordinance, subdivision regulations, and building code, which

regulate mainly private developments .

Capital improvements planning involves matching needed improvements with the long-range ability of the community to pay for them, and with the progress of development. It also means the assigning of priority to proposed capital improvements to assure that the most vital needs are taken care of first.

CITIZEN PARTICIPATION

Informed community organizations, such as property owners' associations, are important and effective agents in accomplishing the details of the Master Plan. The ultimate character of the community is largely guided by the activities of these community organizations. By working closely with both the people they represent and their city government, enlightened citizen groups achieve worthwhile goals; and through these agents the objectives of the Master Plan are reaffirmed or re-evaluated from time to time.

At no level is citizen participation more effective in shaping the community than at the city government level. An explanation of governmental activity relating to land use is given for the benefit of the new residents. All actions taken by the City Council are on matters existing in the incorporated area of the city and are based on interpretation of the Master Plan, interpretation of sound planning principles, and conformance to existing ordinances.

City Council actions take place at scheduled public hearings at which time interested parties may attend and be heard on any matter that concerns them. Letters or bona fide petitions sent in by citizens either in protest or in support of any item are read at the time the matter is presented to the City

Council for their action. Presentations of pertinent facts by individual property owners or by representatives of community groups assist the City Council members in gaining a better understanding of all the aspects of the matter that is before them. In some cases, where there appears to be conflicting or insufficient evidence, the governing body may ask the planning Staff to make further studies and report their findings for consideration at a later meeting.

SAN FRANCISCO BAY

ALAMEDA COUNTY

Freeway

Coyote River

PORT ZONING

(3)

NEW HARBOUR

Drill Track

(3)

INDUSTRIAL PARK

S. P. R. R.

(3)

Gray Goose Slough

RECREATION

WILDLIFE

CONSERVATION

AREA

MARINA

DISPOSAL PLANT

Zanker Road (5)

PROPOSED ROUTE 237

Dixon Road

Nimitz Freeway

SANTA CLARA COUNTY

ALVISO-MILPITAS ROAD

LEGEND

SINGLE FAMILY RESIDENTIAL
MULTIPLE FAMILY RESIDENTIAL
COMMERCIAL - R-3
COMMERCIAL
INDUSTRIAL
PARK-WILDLIFE



DENSITY
UNITS/ACRE

45
(85) or (24)

Existing Proposed

100' RW 80' 94' 60'

MAJOR THOROUGHFARES
MAIN FEEDER ROAD
MAJOR STREETS

(3), (4), (5), (6) See Table 1 'The Alviso Master Plan'

(3) 100' RW

(4) 80' "

(5) 94' "

(6) 60' "

NORTH

Caribbean Drive

Lawrence Drive

Calabazas Creek

Coffin Rd.

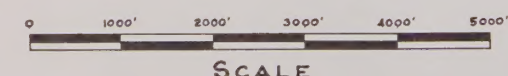
Saratoga Creek

Coffin Rd.

S. Clara-Alviso Rd.

Guadalupe River

San Jose-Alviso Rd.



SCALE

ADOPTED BY CITY COUNCIL - OCT. 18, 1965

MASTER PLAN
CITY OF ALVISO, CALIFORNIA

MISSION ENGINEERS
CIVIL ENGINEERS
1555 LAFAYETTE
SANTA CLARA, CALIFORNIA

SCALE
DATE Sept 85
OWN BY P.A.
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